



RAJAR DATA RELEASE

QUARTER 3, 2010

October 28, 2010

COMPARATIVE CHARTS

- *National stations*
- *Scottish stations*
- *London stations*
- *National & London stations – Breakfast shows*

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

NATIONAL STATIONS - page 1

SAMPLE SIZE:
Survey period - Q3 2010
Code Q (Quarter): 25,623 Adults 15+
Code H (Half year): 52,193 Adults 15+

TERMS
WEEKLY REACH: The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.
SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the area (TSA) in an average week.
TOTAL HOURS: The overall number of hours of adult listening to a station in the UK/area in an average week.

TOTAL HOURS (in thousands): ALL BBC	Q3 09	555143	Q2 10	562112	Q3 10	573459
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 09	427905	Q2 10	445307	Q3 10	458133

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
ALL RADIO	Q	45721	46771	46762	2.3%	0.0%	100.0	100.0	100.0
ALL BBC	Q	33577	34585	34243	2.0%	-1.0%	55.0	54.6	54.3
15-44	Q	15325	15882	15647	2.1%	-1.5%	44.7	43.7	42.8
45+	Q	18251	18704	18595	1.9%	-0.6%	63.1	62.9	63.1
ALL BBC NETWORK RADIO	Q	30264	31263	31018	2.5%	-0.8%	46.8	46.2	45.4
BBC RADIO 1	Q	11112	11810	11647	4.8%	-1.4%	9.9	9.3	9.1
BBC RADIO 2	Q	13622	13729	13682	0.4%	-0.3%	15.9	15.9	15.6
BBC RADIO 3	Q	2192	1858	2145	-2.1%	15.4%	1.4	1.0	1.2
BBC RADIO 4	Q	10218	10403	10368	1.5%	-0.3%	12.4	12.5	11.8
BBC RADIO FIVE LIVE	Q	6390	6763	6295	-1.5%	-6.9%	4.9	4.8	4.7
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6535	6804	6439	-1.5%	-5.4%	5.3	5.0	4.9
FIVE LIVE SPORTS EXTRA	Q	963	547	648	-32.7%	18.5%	0.4	0.1	0.2
BBC 6 MUSIC	Q	624	1194	1196	91.7%	0.2%	0.3	1.0	1.0
1XTRA FROM THE BBC	Q	547	600	806	47.3%	34.3%	0.4	0.3	0.4
BBC RADIO 7	Q	884	949	1045	18.2%	10.1%	0.5	0.5	0.6
BBC ASIAN NETWORK UK	Q	357	437	462	29.4%	5.7%	0.2	0.2	0.2
BBC WORLD SERVICE	Q	1257	1285	1319	4.9%	2.6%	0.6	0.6	0.6
BBC LOCAL/REGIONAL	Q	8532	9135	9144	7.2%	0.1%	8.2	8.3	9.0

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

NATIONAL STATIONS - page 2

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
ALL COMMERCIAL	Q	31225	32873	33373	6.9%	1.5%	42.4	43.2	43.4
15-44	Q	17426	18199	18542	6.4%	1.9%	52.1	53.6	54.5
45+	Q	13799	14674	14831	7.5%	1.1%	34.9	35.3	35.0
ALL NATIONAL COMMERCIAL	Q	13516	14608	15101	11.7%	3.4%	10.9	11.0	11.2
TOTAL ABSOLUTE RADIO	Q	1587	1587	1654	4.2%	4.2%	1.1	1.1	1.2
ABSOLUTE 80S ¹	Q			564					0.4
ABSOLUTE RADIO 90S	Q			203					0.1
ABSOLUTE RADIO CLASSIC ROCK	H	179	278	303	69.3%	9.0%	0.1	0.1	0.1
CHILL	H	229	160	176	-23.1%	10.0%	0.1	0.1	0.1
TOTAL CHOICE (UK)	H			684					0.3
CLASSIC FM	Q	5445	5684	5676	4.2%	-0.1%	3.7	3.8	3.5
GALAXY NETWORK (UK)	H	3813	4239	3779	-0.9%	-10.9%	2.6	2.7	2.4
GOLD NETWORK (UK)	H	1211	1288	1465	21.0%	13.7%	1.2	1.1	1.3
HEART NETWORK (UK)	H	7364	7776	7988	8.5%	2.7%	5.9	5.8	5.9
HEAT	Q	623	672	578	-7.2%	-14.0%	0.2	0.3	0.1
THE HITS	Q	1151	1138	1153	0.2%	1.3%	0.4	0.4	0.4
JAZZ FM	Q	416	463	452	8.7%	-2.4%	0.2	0.2	0.2
TOTAL KERRANG!	H	1277	1324	1416	10.9%	6.9%	0.5	0.5	0.6
TOTAL KISS NETWORK	H	3537	3746	4041	14.2%	7.9%	1.9	1.9	2.1
TOTAL LBC (UK)	H	1073	1113	1124	4.8%	1.0%	1.2	1.3	1.3
TOTAL MAGIC	Q	3620	3733	3984	10.1%	6.7%	2.4	2.4	2.8
NME RADIO ¹	H			257					0.1
PANJAB RADIO ¹	Q		155	194		25.2%		0.1	0.1
PLANET ROCK	Q	708	718	783	10.6%	9.1%	0.5	0.5	0.5
Q	Q	270	233	246	-8.9%	5.6%	0.1	*	*
TOTAL REAL RADIO	H	2396	2383	2371	-1.0%	-0.5%	2.1	2.1	2.0
SMASH HITS RADIO	Q	961	990	1109	15.4%	12.0%	0.4	0.3	0.4
SMOOTH RADIO UK	H	2804	2801	3053	8.9%	9.0%	2.1	2.1	2.3
SUNRISE RADIO NATIONAL	Q	469	498	506	7.9%	1.6%	0.4	0.3	0.3
TALKSPORT	Q	2474	2507	2960	19.6%	18.1%	1.9	1.7	2.1
TOTAL XFM (UK)	H	934	927	962	3.0%	3.8%	0.4	0.5	0.4
ALL LOCAL COMMERCIAL	Q	25069	26700	26999	7.7%	1.1%	31.6	32.2	32.2
OTHER LISTENING	Q	3762	3274	3127	-16.9%	-4.5%	2.5	2.2	2.2

¹ Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

SCOTTISH STATIONS

WEEKLY REACH:

The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.

SHARE OF LISTENING:

The percentage of total listening time accounted for by a station in the area (TSA) in an average week

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
BBC RADIO SCOTLAND ¹	H	4352		966	895		-7.3%		7.8	7.5
Big City Scotland	Y	4083	1439	1443	1461	1.5%	1.2%	19.7	19.3	19.5
Radio Borders	Y	107	49	60	60	22.4%	0.0%	31.1	34.8	34.9
Central FM	Y	219	41	49	48	17.1%	-2.0%	8.7	6.3	5.2
Total Radio Clyde	H	1839	635	646	631	-0.6%	-2.3%	20.3	19.7	21.3
Clyde 1 FM	H	1839	560	530	542	-3.2%	2.3%	16.2	12.6	15.9
Clyde 2	H	1839	178	254	209	17.4%	-17.7%	4.1	7.1	5.4
Bauer Radio Total Scotland	H	4320	1705	1780	1700	-0.3%	-4.5%	24.0	24.3	23.1
Bauer Radio Central Scotland	H	2838	993	1003	972	-2.1%	-3.1%	20.6	21.2	21.2
Total Radio Forth	H	1096	360	364	348	-3.3%	-4.4%	19.4	21.5	18.5
ForthOne	H	1096	335	329	297	-11.3%	-9.7%	16.0	18.1	14.1
Forth2	H	1096	91	90	100	9.9%	11.1%	3.4	3.4	4.4
Galaxy Scotland	H	2722	250	429	457	82.8%	6.5%	3.4	6.4	6.7
Galaxy Scotland (East)	H	1196	123	166	200	62.6%	20.5%	3.9	4.6	6.4
Galaxy Scotland (West)	H	1706	151	293	295	95.4%	0.7%	3.2	7.3	6.7
GMG Radio Scotland	H	2885	864	884	850	-1.6%	-3.8%	18.7	17.7	16.7
Kingdom FM	Y	286	69	70	72	4.3%	2.9%	10.7	11.7	10.9
Moray Firth Radio	Y	233	115	122	127	10.4%	4.1%	25.2	29.1	29.5
Total Northsound Radio	Y	313	160	135	136	-15.0%	0.7%	30.5	27.2	25.6
Northsound One	Y	313	133	115	124	-6.8%	7.8%	21.9	21.1	21.2
Northsound Two	Y	313	60	48	41	-31.7%	-14.6%	8.6	6.1	4.4
Original 106 (Aberdeen)	Y	313	39	40	39	0.0%	-2.5%	3.5	3.7	3.9
Real Radio (Scotland)	H	2698	693	708	665	-4.0%	-6.1%	15.2	14.1	13.2
96.3 Rock Radio	H	813	56	54	55	-1.8%	1.9%	3.3	2.4	2.2
Smooth Radio (Glasgow)	H	1885	202	246	241	19.3%	-2.0%	5.5	5.9	5.6
Total Radio Tay	Y	375	151	160	160	6.0%	0.0%	27.3	26.3	25.5
Tay-FM	Y	375	98	108	112	14.3%	3.7%	15.0	15.5	15.5
Tay-AM	Y	375	77	78	78	1.3%	0.0%	12.3	10.8	10.0
Wave 102 FM	Y	154	24	28	30	25.0%	7.1%	7.4	7.8	7.0
West Sound**	Y	388	166	177	185	11.4%	4.5%	27.5	24.9	23.9

¹ Station changed reporting survey period

* = less than 0.05%

** audience to opt out services included

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q3 2010
 Code Q (Quarter): 3,407 Adults 15+
 Code H (Half year): 7,019 Adults 15+

TERMS
WEEKLY REACH: The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.
SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the area (TSA) in an average week.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
BBC London 94.9	Q	405	507	560	38.3%	10.5%	1.4	1.1	1.4
Total Absolute Radio (London)	Q	877	821	911	3.9%	11.0%	2.6	2.8	3.2
Buzz Asia 963 & 972AM	H	188	120	107	-43.1%	-10.8%	0.6	0.2	0.2
95.8 Capital FM	Q	1818	1921	2125	16.9%	10.6%	5.6	4.9	5.3
Choice FM London	Q	573	476	480	-16.2%	0.8%	1.6	1.1	1.3
Colourful	H		10	15		50.0%		*	0.1
Fun Radio	H	46	36	42	-8.7%	16.7%	0.1	0.1	0.1
Gold London	Q	352	357	371	5.4%	3.9%	1.6	1.3	1.9
Heart 106.2 FM London	Q	1893	2185	2057	8.7%	-5.9%	4.7	5.1	5.3
Kismet Radio 1035 (Greater London)	Q	114	112	131	14.9%	17.0%	0.4	0.2	0.5
Kiss 100 FM	Q	1563	1848	1771	13.3%	-4.2%	4.5	5.6	4.9
LBC 97.3	Q	907	960	928	2.3%	-3.3%	4.8	5.0	4.9
LBC News 1152	Q	378	402	373	-1.3%	-7.2%	1.0	0.9	0.6
Magic 105.4	Q	2009	2046	2149	7.0%	5.0%	5.5	6.4	6.7
Premier Christian Radio	Q	164	143	213	29.9%	49.0%	0.6	0.8	1.1
Smooth Radio (London)	Q	583	415	544	-6.7%	31.1%	1.8	1.2	1.7
Sunrise Radio (Greater London)	Q	355	364	372	4.8%	2.2%	1.4	1.1	1.2
XFM 104.9	Q	546	553	540	-1.1%	-2.4%	1.2	1.4	1.0

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

LONDON STATIONS - page 2

NATIONAL STATIONS ON LONDON TSA

	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 09	Q2 10	Q3 10	Q3 10 vs Q3 09	Q3 10 vs Q2 10	Q3 09	Q2 10	Q3 10
BBC Radio 1	Q	1706	1821	1687	-1.1%	-7.4%	5.3	5.8	5.1
BBC Radio 2	Q	2398	2078	2059	-14.1%	-0.9%	11.7	10.6	10.7
BBC Radio 3	Q	649	480	530	-18.3%	10.4%	2.1	1.2	1.7
BBC Radio 4	Q	2770	2730	2573	-7.1%	-5.8%	16.2	15.8	13.9
BBC Radio 5 Live	Q	1385	1441	1371	-1.0%	-4.9%	4.5	4.7	5.2
Classic FM	Q	1304	1308	1345	3.1%	2.8%	3.8	4.3	4.3
talkSPORT	Q	652	613	844	29.4%	37.7%	2.7	1.8	2.4

SOURCE: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q3 2010

National: 25,623 Adults 15+

London: 3,407 Adults 15+

TERMS WEEKLY REACH:

The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.

STATIONS	WEEKLY REACH	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
NATIONAL STATIONS - MON-FRI	Q3 2009	Q2 2010	Q3 2010
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7039	7716	7101
BBC Radio 2 - 07.00 - 09.30am	8141	8477	8136
BBC Radio 3 - 07.00 - 10.00am	816	745	819
BBC Radio 4 - 06.00 - 09.00am	6604	6978	6508
BBC Radio FIVE LIVE - 06.00 - 10.00am	2666	2862	2722
Total Absolute Radio Network - 06.00 - 10.00am	807	908	1054
Classic FM - 08.00 - 12.00pm	2771	2784	2733
talkSPORT - 06.00 - 10.00am	1067	1148	1292

Continued/...

RAJAR DATA RELEASE

Quarter 3, 2010 - OCTOBER 28, 2010



RELEASED AT 00.01HRS THURSDAY OCTOBER 28, 2010

BREAKFAST SHOWS (weekdays) - page 2

LONDON STATIONS

Please note: the table below does not list national radio stations which are listened to in the London area

STATIONS	WEEKLY REACH		
	'000s	'000s	'000s
	Q3 2009	Q2 2010	Q3 2010
<i>LONDON STATIONS - MON-FRI</i>			
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	177	205	268
Total Absolute Radio Network (London) - 06.00 - 10.00am			566
Buzz Asia 963 & 972AM - 06.00 - 10.00am	84	49	48
95.8 Capital FM - 06.00 - 10.00am	1033	1120	1150
Choice FM London - 06.00 - 10.00am	285	253	222
Gold London - 06.00 - 10.00am	166	177	196
Heart 106.2 FM London - 06.00 - 09.00am	816	925	834
Kisat Radio 1035 (Greater London) - 07.00 - 09.00am	25	45	88
Kiss 100 FM - 06.00 - 09.00am	611	903	669
LBC 97.3 - 07.00 - 10.00am	553	576	627
LBC News 1152 - 07.00 - 10.00am	184	155	212
Magic 105.4 - 05.30 - 09.00am	780	841	787
Premier Christian Radio - 07.00 - 09.00am	66	72	130
Smooth Radio (London) - 06.00 - 10.00am	224	219	222
Sunrise Radio (Greater London) - 06.00 - 09.00am	129	130	157
XFM 104.9 - 06.30 - 10.00am	228	222	222